



# UTAH STATE FAIRPARK

NATURAL RESOURCES, AGRICULTURE, AND  
ENVIRONMENTAL QUALITY APPROPRIATIONS  
SUBCOMMITTEE

JANUARY 21, 2021

# UTAH STATE FAIRPARK



- The fair as it is known today was established in 1856
- Relocated to our current site in 1902
- Wholly owned by State of Utah
- 65 acres, 33 buildings, outdoor arena, grandstand, etc.
- Operating under the legislative directive of becoming self-sustaining

# UTAH STATE FAIRPARK MISSION STATEMENT (what we do)



- Preserve Utah's heritage
- Meet tomorrow's future today
- Showcase agriculture, innovative technology, and all things Utah with an emphasis on family values
- Cultivate and support future leaders in agriculture, and provide opportunities for the agricultural community to deepen consumers' understanding and appreciation of agriculture's role in their daily lives and the economy of our state.
- Care for and maintain the historic buildings and property. Preserving them for future generations to learn about and enjoy.

# UTAH STATE FAIRPARK



## 2020 Fairpark Improvements

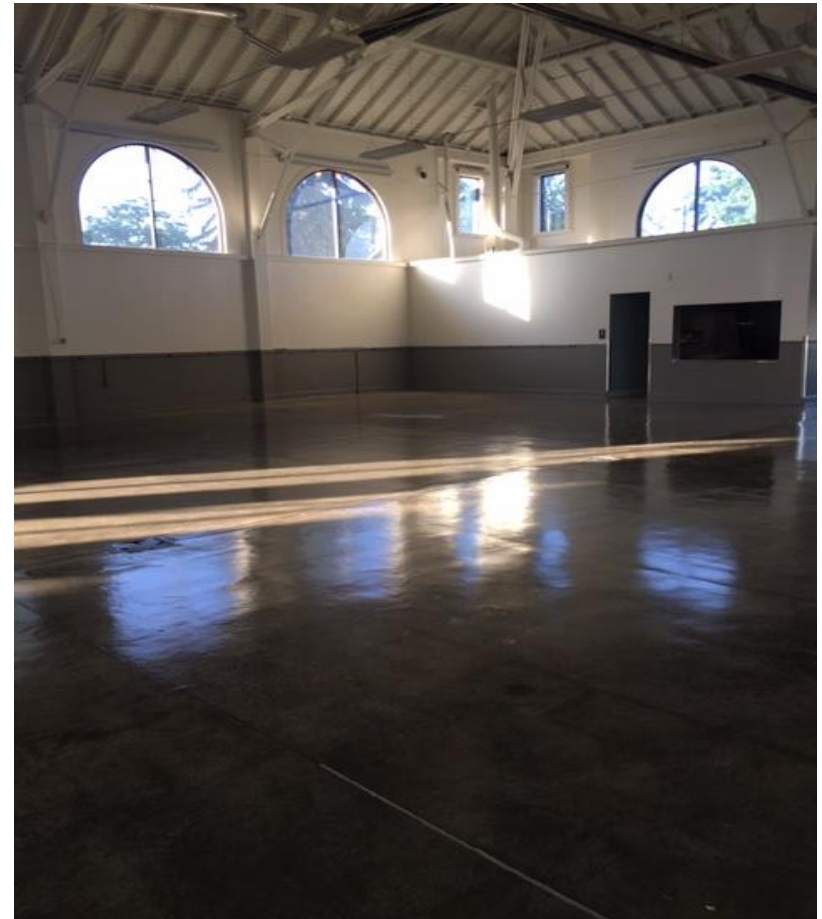
- Install new shade structure Days of 47 Arena  
**Completed June, 2020**
- Auction building restroom refresh **Completed August 2020**
- Install heat in South Food Court **Completed November 2020**
- Promontory Building remodel, update restrooms  
**Completed August 2020**
- Replace broken floor joist and install new floor Pioneer Building **March 2020**
- Note\* Failed to achieve KPI performance measure of one new development. Goal \$100,000 in new revenue stream Covid....

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## ➤ Improvements

### ➤ Promontory Oldest Building (1902)



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**March 12, 2020 The Day!**

- Revenue and earnings through February were ahead of prior year.
- We hosted the Bernie Sanders rally on March 2, 2020. (it was out last event pre-shutdown)
- Mitigation efforts to control the spread was especially difficult on non essential business. Note\* Salt Lake City remained under high risk through August 2020.
- No events of any size were hosted between March 2, 2020 through July 17<sup>th</sup> 2020. However the care and maintenance of the grounds and buildings remained constant
- Concerns over the financial well being of the state took center stage. Immediate action was needed to strengthen state finances preparing the state for a worst case scenario. Subsequently the decision was made to eliminate all building block funding.

# UTAH STATE FAIRPARK

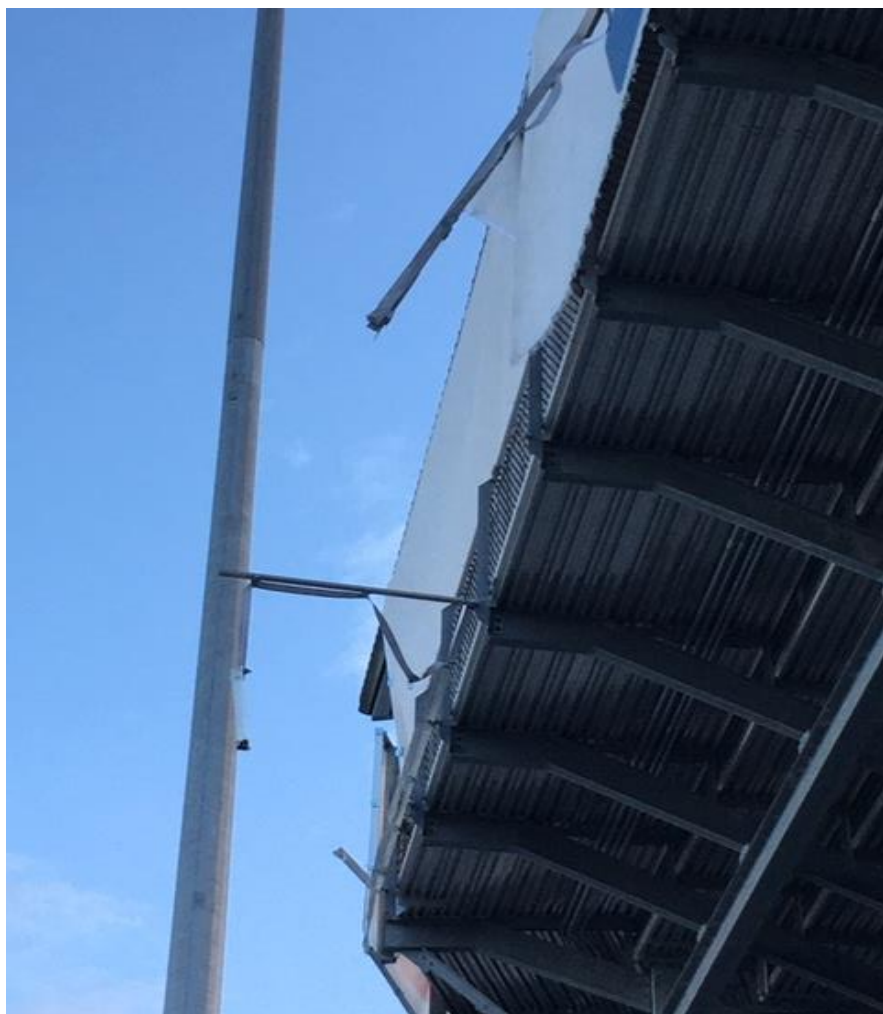
## The pandemic was just the beginning

- Earth Quake Rocks Utah; causes minor damage to historic buildings
- Once in a century wind storm wreaks havoc along the Wasatch front and the Fairpark was no exception. The storm arrived two days before the 2020 Fair was scheduled to open.
- Crews worked late into the morning hours the next two nights. Removing fallen trees, cleaning up debris, and removing structures that were damaged by the wind and were deemed unsafe.
- The Fairpark hosted local news stations without incident in the early hours of September 10, 2020.





# UTAH STATE FAIRPARK





# UTAH STATE FAIRPARK



A **SEPTEMBER**  
TO **REMEMBER**  
A UTAH STATE FAIR EVENT



**SEPT 10-20**

[www.utahstatefair.com](http://www.utahstatefair.com)

# UTAH STATE FAIRPARK



## 2020 State Fair





# UTAH STATE FAIRPARK



## 2020 State Fair



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## 2020 State Fair





# UTAH STATE FAIRPARK

## 2020 State Fair Jr. Livestock Show

- Was the only state sanctioned show
- First ever Virtual Auction
- Total sales \$338,200.00
- Hosted 447 Jr. exhibitors
- Number of project animals 547
- Total Awards and payouts \$28,115.00
- Grand Champion Steer \$15,000.00
- Grand Champion Hog \$5,500.00
- Grand Champion Lamb \$5,100.00
- Grand Champion Goat \$5,250.00



# UTAH STATE FAIRPARK



## 2020 State Fair

- Launched the state first food App
- Promoted digital tickets
- Cashless
- Offered curbside pickup!
- First venue to launch POD seating
- Designated eating areas





# UTAH STATE FAIRPARK



## 2020 State Fair

- Attendance 128,000
  - \*down 220,000 vs prior Yr.
  - park attendance was restricted to 6,000 at any one time. **Failed** to achieve KPI attendance goal 301,429 visitors
- Recently recognized as the 5<sup>th</sup> largest event in the nation “post Covid” Source Carnival News
- Competitive Exhibits 0
  - \* Down 10,655 vs prior yr.
- Arena Acts “Concerts” 0
  - \* Down 901,253 vs prior yr.



# UTAH STATE FAIRPARK



## 2020 Annual Utah State Fair Performance Review

- **Carnival Ride Revenue:** \$694,649.00 vs \$973,589.00
  - A decline of 28.7% (278,941.00)
- **Concessions Gross Revenue:** \$1,006,543.00 vs \$2,426,478.00
  - A decline of 58.5% (1,419,935.00)
- **Total Fair Gross Income:** \$1,604,046.25 vs \$4,300,298.04
  - A decline of 62.1% (\$2,696,251.79)
- **Total Fair Expenses:** \$1,018,255.39 vs \$2,998,318.72
  - A decline of 66% (\$1,980,063.33)
- **Net Fair Earnings:** \$585,790.89 vs \$1,314,067.00
  - A decline of 55.4% (\$728,277.11)

# UTAH STATE FAIRPARK 2020 Events

- Good Guys Car Show July
- PBR Unleash the beast August
- WWRA Ski Show
- Lumaze Christmas Light Show



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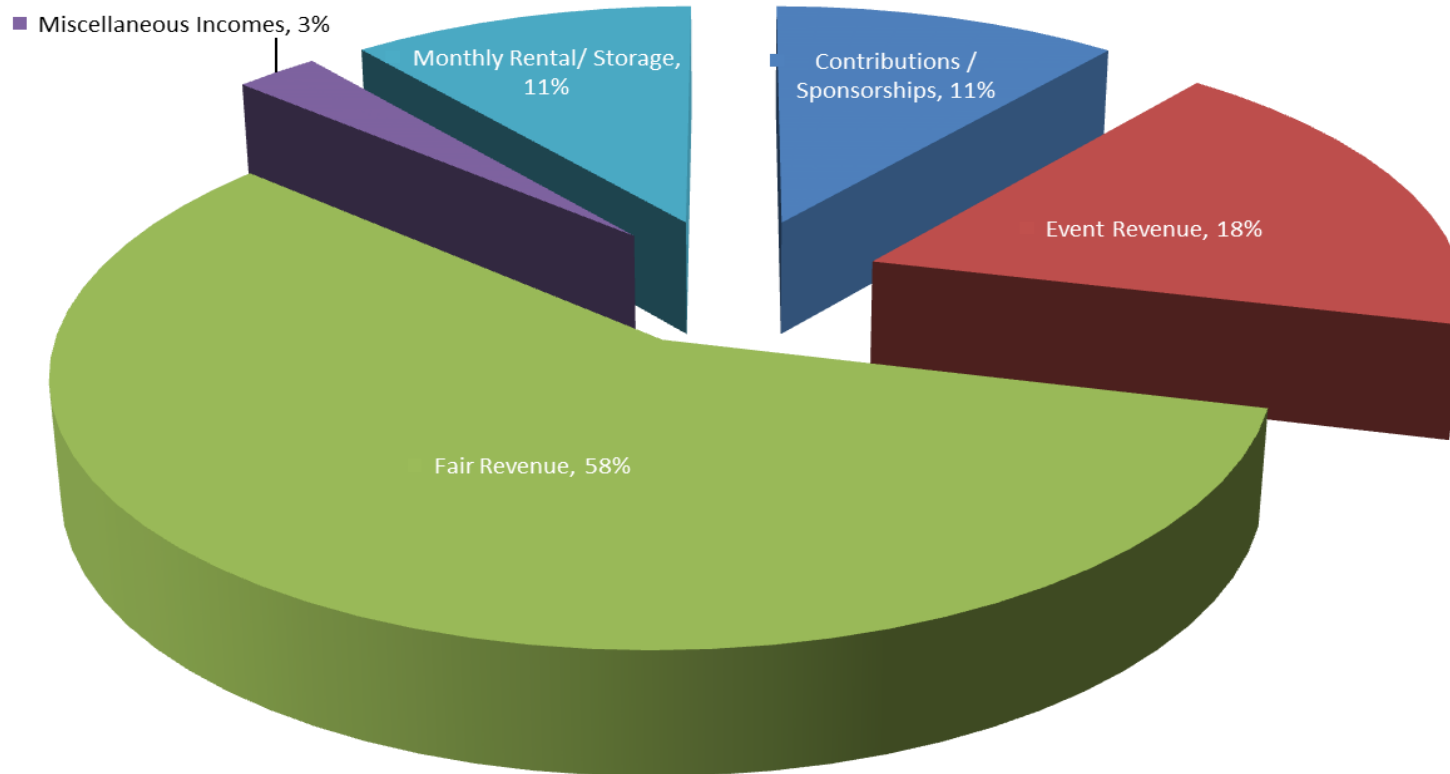
## Fairpark YTD Financial Performance

- Non Fair Event Gross Revenue:
  - \$1,027,000.54 vs \$1,728,983.70 achieved in 2019. A decline of 40.6% (\$701,983.16)
- Fairpark Corporation Gross Revenue:
  - YTD gross profit \$2,630,996.54 vs. \$5,548,023.80 in 2019. A decline of 52.5% (\$2,917,027.00)
  - Net earnings (\$354,934.99) vs \$396,764.21
  - A decline of (\$751, 699.20) \*Achieved 0% of our KPI goal. **Failed to achieve KBI goal \$416,602.00**

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## 2020 UTAH STATE FAIRPARK REVENUE

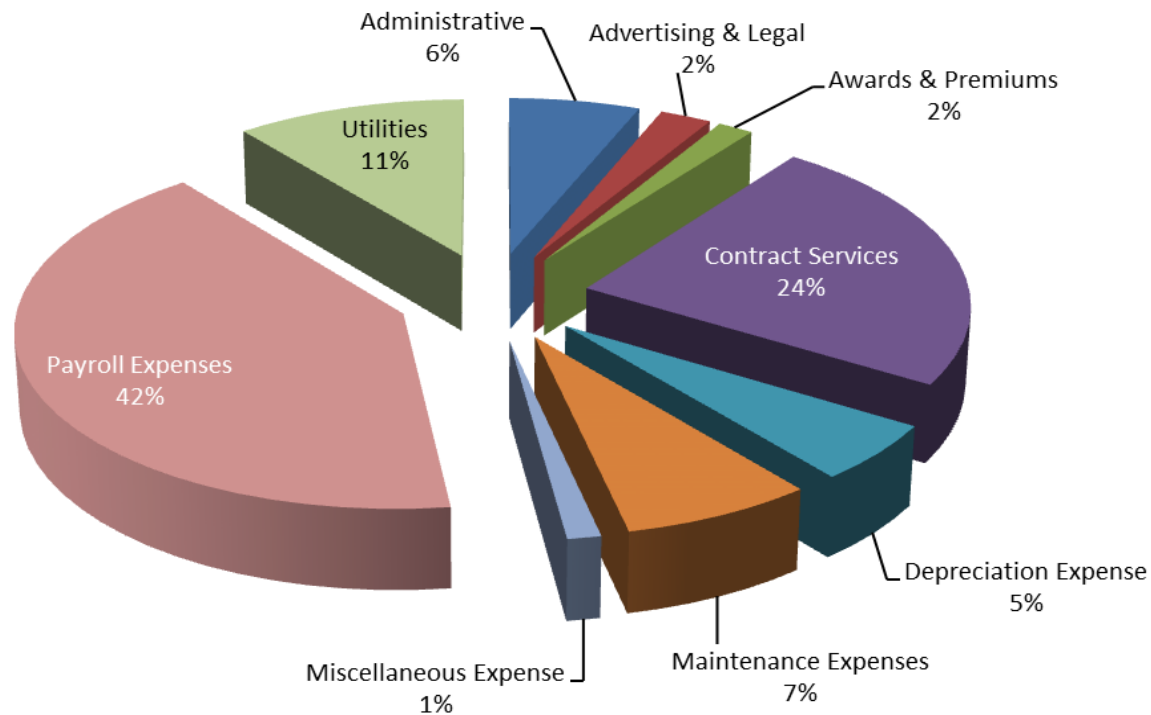




# UTAH STATE FAIRPARK



## 2020 UTAH STATE FAIRPARK EXPENSES





# UTAH STATE FAIRPARK



## Future Challenges

- Future mandated shut downs to control the spread of the pandemic
- Disruption to the distribution of the vaccine
- Tight labor market, many workers moved onto new careers or retired

## Future Opportunities

- Per cap spending suggest that people are anxious to travel, take in a concert or show, enjoy fair food. Simply get out and enjoy themselves.
- International market on the fair making best use of existing assets and expand foot print into the arts, cultural exhibits, live music and dining while bringing diversity and access to fresh foods for the community.

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## Community Support

The Fairpark supported numerous community health and welfare out reach programs in 2020 and into 2021

- Farmers Feeding Families
- U of U Wellness bus free Covid-19 testing
- Utah Food Bank food distribution
- West Side Coalition blood drive
- Salt Lake County flu shots

# UTAH STATE FAIRPARK



## Master Plan

Working closely with DFCM we issued an RFP to secure a consultant to create a new master plan.

The objective is to repurpose existing assets and create new revenue streams for the Fairpark. Identify best use of undeveloped open spaces, while ensuring a symbiotic relationship exist between the various projects, the community needs and the fair

The stock yards in Forth Worth is one example we are using for inspiration

# UTAH STATE FAIRPARK



## 2022 Legislative Appropriations Request

- **\$675,000,00 Base Budget plus earned credits (Governor's budget)**
  - The funding supports new growth. The upgrades to the facility and equipment allows us to secure larger more profitable events.
  - Examples of new original bookings for 2021
    - Good Guys Car Club
    - Hive Music Festival
    - Vans week long celebration featuring Tony Hawk and Live music
    - Overlander outdoor expo! Relocated to Fairpark from California. Very impressed with our Covid-19 procedures and execution.

**Thank you!**